

Chain Saw Product Preview



No. 701

New from Frontier Division, Quadra Manufacturing, Inc., the Mark I "VIP" (Vibration Isolated Power-head) is designed to fill the growing need for a lightweight, reasonably priced saw with features previously found only on expensive professional type units. Mark I VIP has all the features of the Mark I automatic, plus: vibration isolating insulators at all points where handles come in contact with engine housing; tip-up hand guard just forward of front handle; throttle lock feature to prevent accidental revving of the

saw. Priced at \$149.95 complete with 12-inch sprocket nose bar and chain, this is said to be the lowest priced anti-vibration saw on the market today. **For more details, circle No. 701 on the reply card.**



Chain Saws
6205
6206

No. 702

Designed for rugged, high speed sawing under difficult conditions, Milwaukee Electric Chain Saws are available in two models — 16-inch and 20-inch. Powered by 13-amp 115-volt Milwaukee-built motors, both saws deliver a full 2 hp at the chain, cut at a speed of 2,000 feet per minute, and feature quiet, smooth

electric power and instant starts even in freezing temperatures, without fuel or fire hazards. Model 6205 (16-inch) weighs 17½ lbs. and 20-inch Model 6206 weighs 18½ lbs. Other features include all ball bearing transmissions with hardened steel gears, plunger type chain oiler and large capacity oil reservoir, tempered steel guide bar with simple chain adjustment and specially designed handles for fatigue reduction. Operates on standard 115-volt or with portable generating equipment. **For more details, circle No. 702 on the reply card.**

West Germany's Solo Kleinmotoren GmbH has released a fourth version to its modular chain saw design series 620/650/660AV — the 655AV Model. With a displacement of 70 cc. (4.27 cu. in.), the new Solo
(continued)



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For More Details Circle (136) on Reply Card

APRIL 1975

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Inquiries from distributors and dealers are invited. Send for complete information.

Goshen Mfg. Co.
612 East Reynolds Street
Goshen, Indiana 46526

For More Details Circle (109) on Reply Card

655AV delivers roughly 6 1/2 hp/SAE. Designed primarily for the professional market, the 655AV is available with standard 20-inch or 24-inch guide bars. Automatic chain oiling and throttle safety lock are standard; an optional wrap-around handlebar is available. Solo's abrasive saw attachment for pavement, concrete and metal cutting may also be used with the 655AV. For more details, circle No. 703 on the reply card.



No. 703

Reinco

A 4-TON-AN-HOUR "MINI-BRUTE": the new Reinco TM7-30 truck-mounted mulcher



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Reinco

P. O. Box 584, Plainfield, N. J. 07061 (201) 755-0921

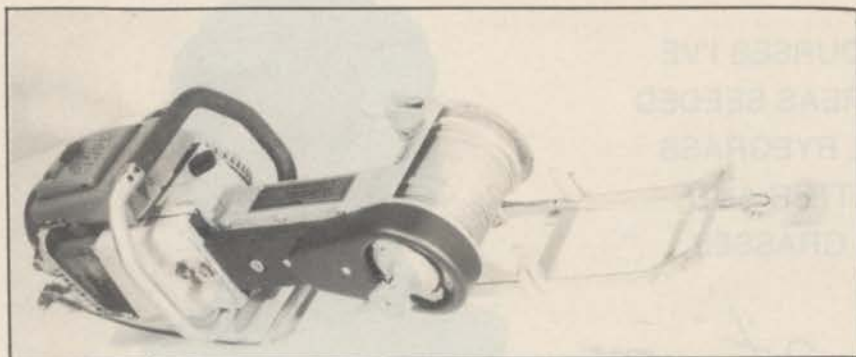
Echo Chain Saw Division, Kioritz Corp. of America, is introducing a high-performance, low cost and low maintenance scythe, Model SRM-202F. The lightweight SRM-202F (13 lbs.) is equipped with a Kioritz two-cycle engine. Scythe is outfitted with automatic rewind starter, centralized clutch and can be equipped with a 10-inch circular saw blade or 10-inch, 8-blade cutter. For more details, circle No. 704 on the reply card.



No. 704

Designed especially for today's high powered direct drive chain saw engines, the Olini 1500, from Olympic Instruments, Inc., is said to eliminate failings common to most small portable winches. This unit has a working weight of 50 to 60 lbs. and will operate at the safe working limits of the recommended wire rope. Drum capacity is 150 feet of 3/16-inch wire rope. Standard features include a unique level wind system, free spooling and a positive self-adjusting drum brake. The unit is powered by mounting medium or large direct-drive chain saws to stub

(continued)



No. 705

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bar of winch. This bar, used with a rim sprocket and loop of cutterless saw chain, transmits engine torque to the winch without mechanical alteration to the saw. Restoration of the saw for cutting is comparable to changing a bar and chain. Standard winches have either $\frac{3}{8}$ -in. or .404-in. pitch drive and other pitches are available as special orders. Also available is Model 2000, a self-powered version of Model 1500, powered by a Tecumseh two-cycle engine. Engine and winch are mounted on a welded steel frame that provides fuel storage and handles for transport and control. For more details, circle No. 705 on the reply card.



No. 706

A new steel hand guard is being introduced by Pioneer as an accessory for its 1975 professional and farm chain saw line. The safety guard lists for \$5.45 and is bracketed to the front handle of the Pioneer P40 and P50 model chain saws. The accessory is designed to protect an operator from injury in case his hand slips off the saw handle. Pioneer chain saws and accessories are marketed by OMC-Lincoln. For more details, circle No. 706 on the reply card.

Echo Chain Saw Division, Kioritz Corp., is now marketing specially compounded motor oils for two-cycle engines including chain saws, power blowers and brushcutters. The oils will be packaged in cases of 48, 8-ounce, six-pack containers. For more details, circle No. 707 on the reply card.

The Growing Commercial Market

NO ONE will argue that the cost of materials and labor is climbing at an alarming rate. But is the chain saw industry's growth rate keeping pace?

"The growth rate is tapering off," said Frank McDonald, Pioneer product manager, "but only when measured against the phenomenal 25 to 35 percent annual sales upsurge experienced industry-wide since 1972."

He predicts gasoline-driven chain saws will increase 13 percent this year in North America to 1.7 million units. The farm, professional and commercial segments of the market are expected to increase 10, 5 and 8 percent respectively.

McDonald, also a director of the Power Saw Manufacturers Association, estimates 90,000 saws will be sold this year in the commercial market compared to 72,000 units in 1972.

However, unit sales to the commercial market were down slightly in early 1975 compared to a similar period a year earlier. McDonald attributed the decline to the economic slump and high unemployment, but said marketing research studies project a rebound before the key fall buying season.

The key period will be four months beginning in September when an estimated 51 percent of industry-wide sales are expected to be recorded.

Commercial unit sales this year are expected to constitute almost 7 percent of the North American chain saw business. Because commercial saws are operated in work-a-day conditions, the average commercial saw is replaced at least once every 2 years at \$190 minimum.

"The commercial market is a slowly growing segment of the business, but it is dependable and maintains a steady upward curve," McDonald said. "Growth in the commercial field will be influenced by replacement

sales plus an increase in the variety of new chain saw uses that are constantly cropping up in the commercial field."

McDonald sees the industry-wide growth as sparked by the high-volume consumer market, which was first penetrated in 1971 with the advent of saws selling under \$140. Low-priced saws enabled consumers to discover the utilitarian value of chain saws around the home, but there is evidence the casual market pipeline is filling up.

A chain saw can last a homeowner a lifetime if he only uses it once or twice a year to cut firewood or trim trees. "That's why the tremendous growth is peaking out. The replacement business isn't as significant as in the commercial segment," said McDonald.

The news from 1974 was good and 1975 looks even better, according to Don Bartelt, general sales manager of the Echo Chain Saw Division of Kioritz Corp. "Our sales were up nearly 200 percent over 1973," Bartelt said. "In 1973 we grew 113 percent."

WEEDS TREES AND TURF recently completed the 1975 Golf Course Market Study and found that the 9,300 golf course superintendents own an average of 1.8 chain saws. Most experts agree that chain saws purchased by superintendents fall within the commercial market.

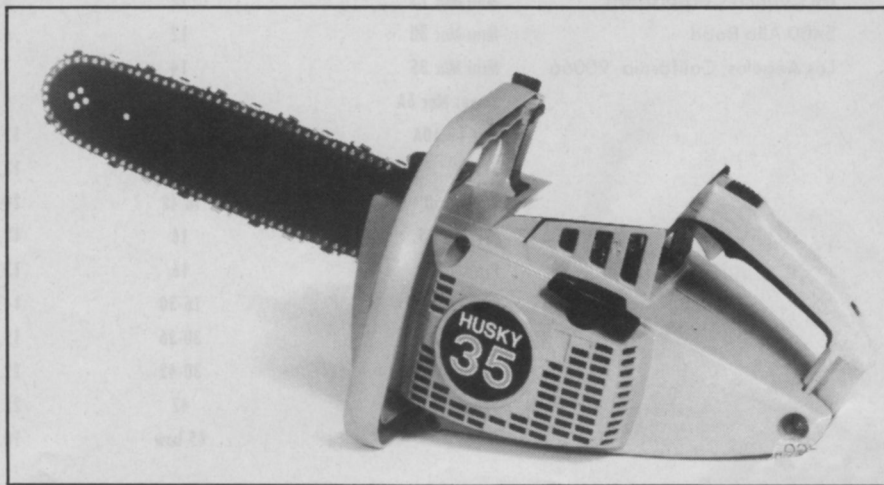
WEEDS TREES AND TURF also polled leaders in the chain saw industry. We asked the manufacturers to describe their 1975 market forecast. Most respondents agreed that supplies were sufficient to meet market demand. Early 1975 sales indicators were split evenly between steady and down. Only one respondent indicated an upward trend in sales.

We also asked the manufacturers to compare their profit outlook for 1975 to their 1974 net. Most respondents indicated an unchanged profit picture from 1974. □

"The New Chain Saw for the Handyman" is the slogan Husqvarna, Inc. has put on the new Husky 35 Chain Saw, priced at \$124.95 and featuring a Phelon ignition and Tillotson all-position carburetor. Another feature is automatic oiling with a manual over-ride. The Husky 35 weighs under seven pounds and has a 2.2 cubic inch, two-cycle engine. Bar lengths are available from 10 to 16 inches. All components are said to be easily accessible under the protective casings, making the chain saw easy to service. Top filling gas and oil caps offer ease in maintenance, according to the manufacturer, and the new chain saw has more gas and fuel capacity over the Husky 22. A recessed starter housing enables the owner to start the saw with ease. A new air direction baffle is said to keep the engine running quieter at a

cooler temperature and there is more room to grip the rear handle with work gloves. According to the manufacturer, the Husky was designed with inexperienced users in

mind. The tank and front section are extended to prevent fingers from coming in contact with the chain while sawing. **For more details, circle No. 712 on the reply card.**



No. 712